

Faculty Interactions with Industry and Product Endorsement

Date: September 22, 2006

Policy ID: 2.600

Status: Final

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Applies to:

All faculty in the School of Medicine.

Reason for Policy:

This policy states the School of Medicine's position on use of its name and in association with industry and/or product endorsement.

Policy Statement:

A faculty member's apparent or real endorsement of a commercial product must not be associated with any indication of a real or implied similar endorsement by the University of Virginia and/or School of Medicine. Therefore, any endorsement must not contain reference to the faculty member's official University title(s) or the University's or School's name, logo, and/or identifiable visual images of the University (such as faculty photos in front of the Rotunda or use of University letterhead). Faculty should evaluate carefully, in consultation with their legal counsel, any proposal involving real or implied endorsement, because of the potential for conflict of interest and other compliance concerns.

Related Policy:

Conflict of Interest Policy

http://www.virginia.edu/provost/docs_policies/conflict.html

Patent Policy

<http://www.virginia.edu/finance/polproc/pol/xve2.html>

Political Activity

http://www.virginia.edu/provost/docs_policies/political.html

Next Scheduled Review: February 2009

Revision history:

Implemented 4/4/1995.

Revised February 1, 2006.

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